

**What is claim d is:**

1. A store transaction system, comprising:  
at least one sensor associated with a store, the sensor receiving  
information indicative of activity and automatically outputting activity  
signals indicative of such activity sensed by the sensor; and  
a transaction computer automatically receiving the activity signals and  
automatically generating an automated tracking signal indicative of a  
predetermined activity to be automatically monitored.
2. The store transaction system of claim 1, further comprising a store control  
unit receiving the automated tracking signal and also receiving a baseline  
comparison signal, the store control unit comparing the automated tracking  
signal with the baseline comparison signal.
3. The store transaction system of claim 2, wherein the store control unit is  
established as a website communicating with the Internet.
4. The store transaction system of claim 2, wherein the store control unit  
outputs an alert signal upon determination of a difference exceeding a  
predetermined level between the automated tracking signal and the  
baseline comparison signal.

5. A method for monitoring customer activity within a store, comprising the steps of:  
receiving electronic information indicative of customer activity associated with the store; and  
generating, automatically, an expected revenue signal indicative of expected revenue to be received by the store based on the customer activity.
6. The method of claim 4, further comprising the steps of generating an actual revenue signal indicative of actual revenue received during the same time period encompassed by the customer activity resulting in the expected revenue signal, and comparing the actual revenue signal with the expected revenue signal.
7. The method of claim 5, further comprising the step of outputting an alert signal when a discrepancy is found between the actual revenue signal and the expected revenue signal.
8. A method for enhancing the security of a store having a store computer system, comprising the step of:

providing a store transaction system adapted to receive customer activity information indicative of customer activity associated with the store and to generate an expected revenue signal based on such customer activity.

9. The method of claim 8, further comprising the step of providing a store control unit adapted to receive an actual revenue signal indicative of actual revenue received during the same time period encompassed by the customer activity resulting in the expected revenue signal, and to compare the actual revenue signal with the expected revenue signal.
10. A method for enhancing the security of a store, comprising the step of:  
selling and distributing a store transaction system receiving customer activity information indicative of customer activity associated with the store and generating an expected revenue signal based on such customer activity.
11. The method of claim 10, further comprising the step of selling and distributing a store control unit adapted to receive an actual revenue signal indicative of actual revenue received during the same time period encompassed by the customer activity resulting in the expected revenue

signal, and to compare the actual revenue signal with the expected revenue signal.

12. A method for enhancing the security of a store, comprising the step of:  
installing a store transaction system adapted to receive customer activity  
information indicative of customer activity associated with the store  
and to generate an expected revenue signal based on such  
customer activity.
13. The method of claim 12, further comprising the step of installing a store  
control unit adapted to receive an actual revenue signal indicative of actual  
revenue received during the same time period encompassed by the  
customer activity resulting in the expected revenue signal, and to compare  
the actual revenue signal with the expected revenue signal.
14. A method for monitoring a predetermined activity associated with a store,  
comprising the steps of:  
receiving information indicative of activity associated with the store and  
automatically outputting activity signals indicative of such activity;  
and  
automatically generating an automated tracking signal indicative of the

predetermined activity to be automatically monitored.

15. The method of claim 14, further comprising the step of comparing the automated tracking signal with a baseline comparison signal.
16. The method of claim 15, further comprising the step of outputting an alert signal upon determination of a difference exceeding a predetermined level between the automated tracking signal and the baseline comparison signal.